

THE **AESTHETIC** The leading Aesthetic Practice Resource\*  
GUIDE\*

A woman with dark hair, wearing a red halter-neck dress with a large backless opening and large, ornate earrings, is posing in a dramatic, low-key lighting. She is looking over her shoulder towards the camera. The background is dark and moody.

## Subscription-Based Business Model Changes Technology Game

The combination of electromagnetic therapies with bipolar radiofrequency (RF)-based energy has brought a new, surprisingly successful paradigm to aesthetic procedures. Over the last few years, one manufacturer has been leading the charge, capitalizing on this technology formula to provide practitioners state-of-the-art devices for non-invasive skin tightening. Additionally, the company offers a unique subscription-based purchase plan, thus lowering the barrier of entry for practitioners.

continued on page 3

**Aesthetic Practice Survey Results**  
**New Media Marketing Tools**  
**AAD Preview**

January/February 2014  
Circulation 25,000  
[www.milnews.com](http://www.milnews.com)

# PCA SKIN Products Fortify the Extracellular Matrix



**Jennifer Linder, M.D.**  
Dermatologist  
Chief Scientific Officer  
PCA SKIN  
Scottsdale, AZ



**Ivana Veljkovic, Ph.D.**  
Manager of Product Development,  
Regulatory and Clinical Trials  
PCA SKIN  
Scottsdale, AZ

By Rochelle Nataloni, Contributing Editor

The décolletage and neck tend to need a bit of extra attention to prevent or reduce the outward signs of aging. Skin-strengthening ingredients are a critical component of any skincare regimen, and are particularly beneficial to the delicate neck tissue, said Jennifer Linder, M.D., a dermatologist and chief scientific officer for PCA SKIN® in Scottsdale, Ariz. Dr. Linder stressed that fortification of the extracellular matrix is critical to the skin's health and appearance because a strong matrix supports skin, making it appear smoother, less lax and more youthful.

"One of the causes of thinning skin relates to the calcium gradient that is poorly maintained as we age, leading to reduced keratinocyte function," stated Ivana Veljkovic, Ph.D., manager of product development, regulatory and clinical trials for PCA SKIN. "There are several strengthening ingredients that help fortify the cellular matrix of the skin," she noted.

"Calcium hydroxymethionine was tested specifically for its benefits to delicate neck tissue; rye seed extract has demonstrated the ability to stimulate the production of stress fibers in the skin, thus reducing laxity; and palmitoyl tripeptide-5 stimulates collagen deposition," Dr. Veljkovic explained. "Even more exciting," she added, "is palmitoyl tripeptide-38. This ingredient has the proven ability to increase the production of five important dermal components and heat shock protein 47, which ensures the matrix components make it to maturity."

Dr. Linder pointed out that PCA SKIN's Perfecting Neck & Décolleté contains all of these ingredients, while Total Strength Serum contains

palmitoyl tripeptide-38. "These are relatively new ingredients to the marketplace and are not widely used. When they do begin to show up in drug store brands, they will likely be at much lower percentages and in less efficacious formulations. All PCA SKIN products are dispensed by licensed, certified professionals who have been trained in their use," she highlighted.

"These products and their strengthening ingredients are beneficial for all skin types and conditions, because everyone experiences matrix breakdown," Dr. Veljkovic advised, "but they are mostly targeted toward improving the fine lines, wrinkles and laxity of aging skin."

According to Dr. Linder, the desire to stay young and healthy, as well as to appear youthful, is ubiquitous in society today. "Everyone is eager to use formulations that target aging skin with the newest proven ingredients. There is a range of visible changes that people can expect to see when using well-formulated products. We have seen dramatic firming, evening of skin discoloration and overall reduction of wrinkling in as little as one to five weeks with PCA SKIN's Perfecting Neck & Décolleté," she reported.

In addition to the skin-strengthening benefits that clients can attain from regular use of Perfecting Neck & Décolleté and Total Strength Serum, skincare professionals and practices that offer these products benefit as well. "It is a value added benefit for the patient to be able to buy products that deliver on their promises from a practice they already trust," Dr. Linder acknowledged.



Photomicrographs and laxity in submental and neck area before 7x



Five weeks after twice daily PCA SKIN skincare regimen (Facial Wash, Pigment Fix, Perfecting Neck & Décolleté and Radiance Plus Broad Spectrum SPF 30)

Photo courtesy of PCA SKIN